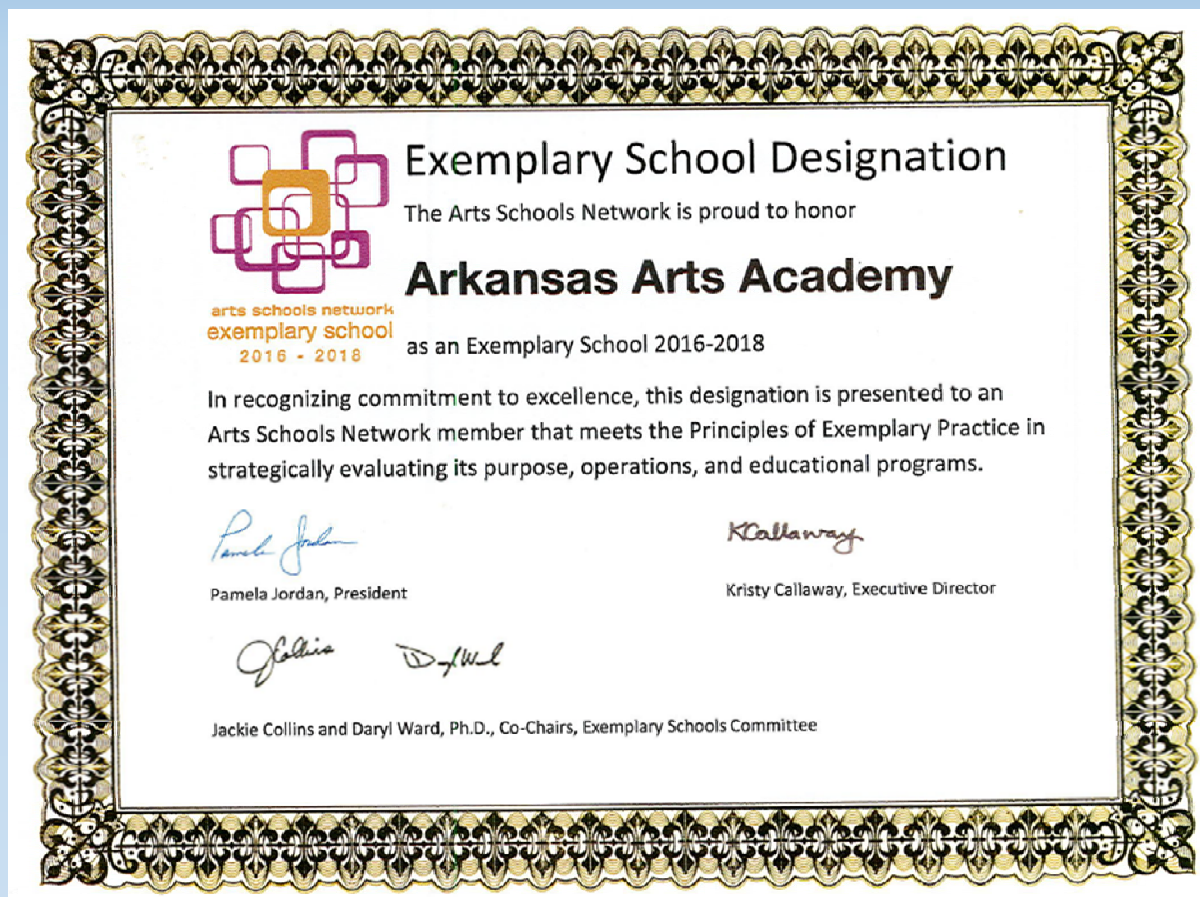




# Arkansas Arts Academy



**Creating a National Level  
High School of the Arts**



**Accredited by the State of Arkansas, AdvancEd, and  
Arkansas A+**

<p>Abbotsford, BC, Canada</p>  <p>Abbotsford School of Integrated Arts (ASIA) SUMAS MOUNTAIN</p>	<p>Apalachee Tapestry Magnet School of the Arts</p>  <p>Tallahassee, FL</p>	 <p>San Fernando, CA</p>
<p>Morningside, MD</p>  <p>BENJAMIN D. FOULLOS CREATIVE AND PERFORMING ARTS ACADEMY</p>	<p>THE CHICAGO HIGH SCHOOL FOR THE ARTS</p>  <p>Denver</p> <p>School of the Arts</p> 	 <p>Burnaby, BC, Canada</p>
 <p>Avondale Estates, GA</p>		 <p>Jacksonville, FL</p>
<p>Washington DC</p>  <p>Duke Ellington School of the Arts Est. 1974</p>	 <p>Savannah, GA</p>	 <p>Townson, MD</p>
 <p>Grand Prairie, TX</p>	 <p>Orlando FL</p>	 <p>Hunting Beach CA</p>
 <p>Nampa, Idaho</p>	 <p>Las Vegas, NV</p>	 <p>Los Angeles, CA</p>
 <p>LUSHER CHARTER SCHOOL</p> <p>New Orleans</p>	 <p>Santa Fe, NM</p>	 <p>NOCCA LOUISIANA'S ARTS CONSERVATORY</p> <p>New Orleans, LA</p>
 <p>SHORE Elementary Magnet School of the Arts</p> <p>Tampa, FL</p>	 <p>Jackson, Mississippi</p>	 <p>Tampa Florida</p>

ART SCHOOLS NETWORK EXEMPLARY SCHOOLS

Only 14 states including Arkansas has this distinction

## We need an additional 400 students:

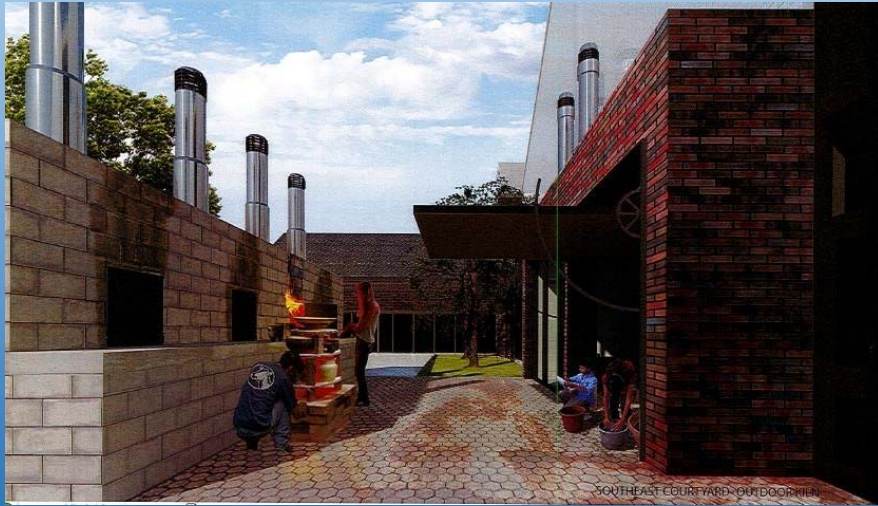
- fulfill our vision to offer National level programming
- sustain a national level facility
- studies show high schools with 600-900 students are an “ideal” size for learning.
- current Enrollment – 780 Current Cap – 825
- current Facility does not provide the space to add more students and honor the Board agreement to maintain small class sizes
- current waiting list 200 – We have never advertised or recruited











**Current Facility is 52,037 square feet  
Facility would be remodeled and an additional 27,462 of high level arts  
labs and Black Box Theater will be added. The school occupies the  
former home of Immanuel Baptist Church.**



# Recruitment Plan

## Objective One

### Increase K12 Student Enrollment 39% by 2020

**2016-2017**  
**780 Students**

**2017 – 2018**  
**825 Students – 7% Growth**  
*Try to reutilize current  
Space*

**2018-2019**  
**855 Students - 4% Growth**  
*Add (30) 8<sup>th</sup> graders to pipeline*

**2019-2020**  
**1055 Students – 19%  
Growth**  
*Add (100) 9<sup>th</sup> and (100) 10<sup>th</sup>  
grade students*

**2020-2021**  
**1155 students -9% Growth**  
*Natural Growth to 11<sup>th</sup> Grade*

**2021-2022**  
**1225 Students – 8%  
Growth**  
*Natural Growth to 12<sup>th</sup> Grade*



# How do we increase student applications to attend Arkansas Arts Academy

## Strategic Options:

- Contract with professional student recruitment organization to develop comprehensive recruitment blueprint
- Traditional advertising
- Social Media
- Promotion through Community Partnerships
- Promotions at student art exhibits and performances
- Recruitment of underserved populations
- Create advisory with NWA Art nonprofits after school programming

## Traditional Methods

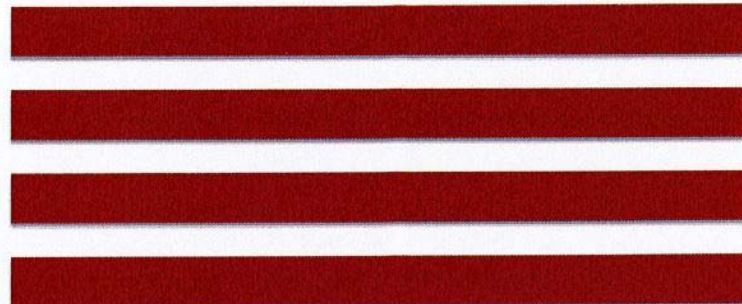
- **Website:** keep information clean, relevant, and accessible; easy user navigation
- **Press Release:** communicate with news outlets; publish parent newsletters; quarterly CEO newsletter
- **Direct Mail:** invite local leaders to student events; outreach to local students who participate in partner arts organizations to tour our campus. Targeted mailings to lower income zip codes using U.S. Census information
- **Radio Advertisement**

## Social Media

- **Facebook & Twitter:** continue to update and showcase student and staff talent
- **YouTube:** Create a high school student group for video production
- **Be proactive** with new social media sites that develop over time

## Population Growth

Northwest Arkansas population  
under 18 years of age



**2010**

**123,608**

**2015**

**129,312**

**2020 (projected)**

**140,608**

### 2010 – 2015 Growth

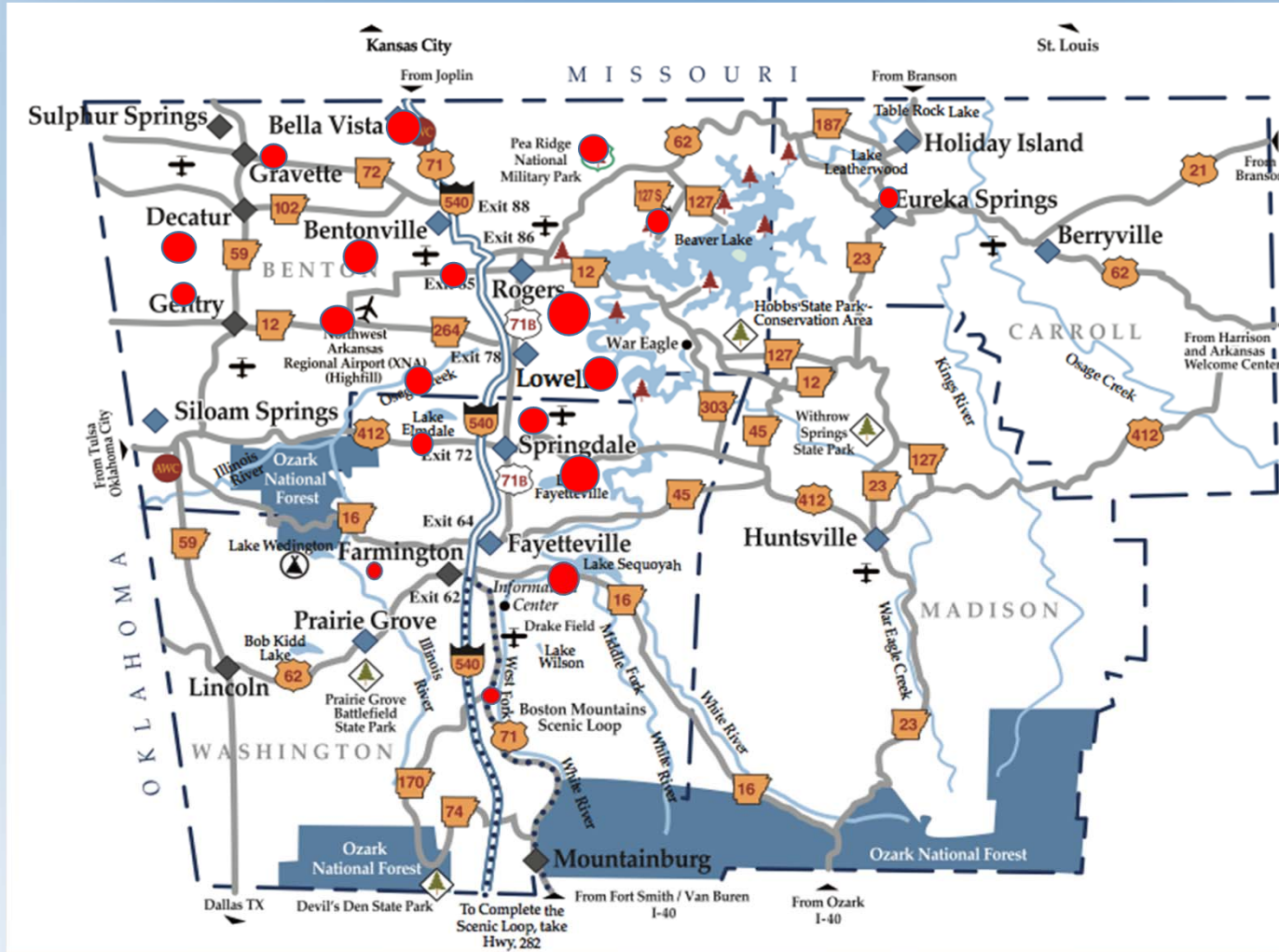
NWA	+5,704
Rogers	+1,152
Bentonville	+1,449

### 2015 – 2020 Growth\*

NWA	+11,293
Rogers	+1,775
Bentonville	+1,679

The projected number of students entering schools in Northwest Arkansas over the next 5 years is *double* the number of students who entered over the last 5 years.





**Student  
locations  
throughout  
Northwest  
Arkansas**



# **High School Profile**

## **Principal Barb Padgett**

- 2015 -2016 Ranked as an Arkansas top ten school by U.S. News & World Report.
- Art School Network Exemplary School Status
- Quality Staff
- Exemplary programs in Dance, Guitar, Orchestra, Vocal Music, Theatre, Visual Arts, Animation
- 11 AP courses
- 8.9% Special Education Districtwide
- 29% Free and Reduced Lunch
- 9 Museum Partners
- Extensive Arts Advisory
- Strong Parent Art Guild
- 27 Credits – 5 more than required by the state
- 95% graduation Rate (2015)
- 93% College Bound (4 year) (2015)
- Average Scholarship -\$57,000 (2015)
- Notable Testing Achievements:
  - EOC Biology – 2<sup>nd</sup> highest scores in the state
  - 2014 – EOC Literacy 2<sup>nd</sup> highest scores in state
  - 2013 EOC Geometry 5<sup>th</sup> highest scores in state

## **ARKANSAS ARTS ACADEMY COLLEGES AND UNIVERSITIES**

Flager University – Florida  
Memphis College of Arts - Tennessee  
SUNY – New York  
Point Park College – Pennsylvania  
The Kings College - New York  
Full Sail University – Florida  
Savannah College of Art and Design – Georgia  
University of Central Oklahoma - Oklahoma  
University of Sothern Missouri – Missouri  
George Washington University – Washington DC  
DePaul University – Illinois  
University of Missouri – Missouri  
Middle Tennessee State University - Tennessee  
Oklahoma State University - Oklahoma  
Mississippi State University - Mississippi  
University of Illinois – Illinois  
Ivy School of Business – Canada  
Azusa Pacific University – California

### **Arkansas Schools:**

Hendrix College  
University of the Ozarks  
Henderson State University  
University of Arkansas – Little Rock

Harvard University - Massachusetts  
Penn State - Pennsylvania  
Greensboro College – North Carolina  
University of Colorado – Boulder  
Samford – Alabama  
Dallas Baptist College – Texas  
Oklahoma City University – Oklahoma  
University of Memphis – Tennessee  
Vassar College – New York  
Cottey College – Missouri  
Pittsburg State – Kansas  
Columbia College – Illinois  
Humboldt State University – California  
Rockhurst University – Missouri  
Missouri Southern University – Missouri  
Hillsong college – Australia  
Cordon Bleu Culinary Institutue

Lyon College  
Arkansas Tech University  
University of Central Arkansas  
University of Arkansas - Fayetteville





# Four Pillars

**Academic Excellence  
Mastering an Art Form  
Arts Integration  
Museum Initiative**





# Academic Excellence



AAA provides an academically rigorous innovative curriculum with personalized student learning environments that result in college and career ready students.



## **K-8 Profile**

### **Principal Matt Young**

- All new Math and Language Arts Curriculum.
- New schedule that adds more Math and Language Arts seat time and more art offerings for K-4
- PE 4 Life program
- More parent involvement
- Started a bus route with 3 stops to give more students the opportunity
- Revitalized the campus with several safety features such as gates between buildings and across a major road, new drainage system, and new dance floor
- Remodeled the gym and added a piano lab also at the high school





# K-8 Campus



New façade and foyer designed by Marlin Blackwell



# Mastering an Art Form



AAA provides rigorous art focused programming where students master the performing or fine arts. Students upon graduation will, either transition to post-secondary opportunities in the arts/art careers or pursue non-art pathways while remaining lifelong advocates for the arts.



# Arts Integration



Arts integration at AAA is an approach to teaching that integrates the fine and performing arts with academic disciplines as primary pathways to learning. This method of instruction allows students to gain and demonstrate understanding through an art form.





# Arts Integration



Language Arts poem about a CB artist



AP Mathematics build a Dodecahedron



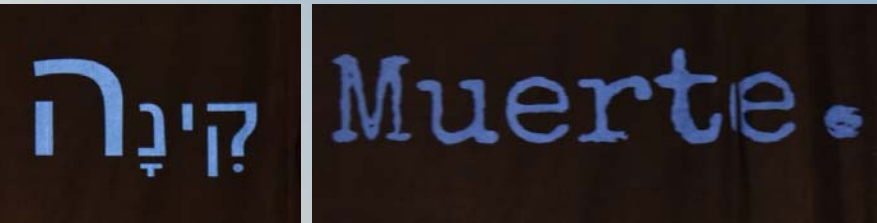
Science class producing art work from drop charts



Science classes produce Scribble-bots



Science class producing DNA sculptures



Modern Language classes create an art installation  
That express the power of words



# Museum Initiative



CRYSTAL BRIDGES  
MUSEUM OF AMERICAN ART







# Museum Initiative



AAA formed a partnership with Crystal Bridges Museum of American Art in 2015. Having a world class collection as an extension of the classroom has afforded educators and students to make meaningful cross-discipline connections.

The partnership's success initiated collaborations with eight additional museums. With Crystal Bridges as our flagship partner AAA is able to capitalize on the diverse resources and experiences offered by regional museums, sites and educational centers.

Building student awareness of the variety of museum and not-for-profit careers is an integral part of this initiative.





# Museum Initiative







# Board Member Perspective

## Anthony Porchia

Board Member's perspective on the need for diversity





# Financial

- Debt Structure for New Facilities
  - Advanced Refunding of Current Bond
  - New Bond Issue
  - Non interest bearing loan from Private Source
  
- Funds to Sustain programming
  - State Foundation Funding
  - Student Growth Funds
  - Possible Additional Facilities Funding